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**LISTING OF THE CLAIMS**

1-60. (Cancelled)

61. (New) A system, comprising:

a switching engine for receiving a plurality of group assignment rules and a switching plan and for switching at least one program channel to at least one feeder channel according to the switching plan, the feeder channel being an ancillary channel for providing a plurality of advertisements based on a group assignment in the group assignment rules;

a group assignment rules processor engine for managing the group assignment rules by allowing a viewer to review the group assignment rules and by processing any input from the viewer to modify or override of any of the group assignment rules; and

a data collection engine for collecting information including advertisements watched data and any changes to the group assignment rules for use in future advertising targeting.

62. (New) The system of claim 61, further comprising:

a memory for storing the group assignment rules and the advertisements;

63. (New) The system of claim 61, wherein the data collection engine includes an automatic data collection module and a manual data collection module.

64. (New) A method, comprising:

receiving a plurality of group assignment rules and a switching plan;

switching at least one program channel to at least one feeder channel according to the switching plan, the feeder channel being an ancillary channel for providing a plurality of advertisements based on a group assignment in the group assignment rules;

managing the group assignment rules by allowing a viewer to review the group assignment rules and by processing any input from the viewer to modify or override any of the group assignment rules; and

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collecting information including advertisements watched data and any changes to the group assignment rules for use in future advertising targeting.

65. (New) The method of claim 63, further comprising:  
storing the group assignment rules and the advertisements.

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